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Executive Registry
85- 2506

21 June 1985

NOTE FOR: Comptroller

FROM : ExDir

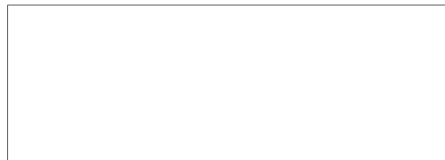


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As promised, here are my preliminary thoughts on how we might do a 1988 "guidance development" session.

- I visualize a little book, maybe ten pages or so, put together by your folks as a basis for discussion. It should start with some kind of summary of what in fact we've managed to do to each of the 24 business areas over the last 5 years or so. In other words, in a very highly summarized capsule way, it ought to say how much we've managed to build up each of these areas and how much additional room there might be for growth.
- Second, we should look at each of the business areas for 1988 with an eye to answering at least three questions about each one.
  - First, is there something going on related to the business area which we can ignore only at our peril? For example, any budget which gets put together in the middle of a terrorist crisis atmosphere and doesn't contain our best thinking on that front doesn't make any sense.
  - Second, do there exist opportunities to significantly affect the quality of our service to customers? If we don't see such opportunities, are there problems which suggest that we ought to be trying to find some opportunities?
  - Finally, are there things that we ought to be doing better because they would improve the quality of life around here or efficiency or whatever?

You will be able to improve on these categories, but this basically captures the kind of things I think we ought to talk about perhaps in early October.



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